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**THE IMPACTS OF THE NGONDO FESTIVAL ON CAMEROON TOURISM
SECTOR**

Thesis

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ABSTRACT

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Name of thesis THE IMPACTS OF THE NGONDO FESTIVAL ON CAMEROON TOURISM SECTOR.		
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<p>Nowadays, culture tourism is far becoming the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations as such, many locations now develop their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace and to create local distinctiveness in the face of globalization. Moreover there is a significant relationship between culture and festival as they both help destination to become more attractive as well as more competitive as locations to live, visit, work and invest in. Such is the case with the Ngondo event, a cultural festival which has a great impact on the Cameroon tourism sector.</p> <p>The aims of this study were, to examine the importance of culture tourism on Cameroon tourism sector, to view if the Ngondo festival really showcases the customs, beliefs, traditions and culture of the Sawa people. Also, to determine if the Ngondo festival serves as a strong driver to attract visitors and tourism developers and investors in Cameroon. Additionally, to determine if this interesting festival boasts the economy of the region and create sustainable income avenues for the future. Lastly, to view if this great event is a sustainable element in promoting Cameroon tourism.</p> <p>The research method used was the quantitative research method because it was perceived as the most suitable for this study.</p>		
Key words Culture, Festival, Littoral region of Cameroon, Ngondo, Quantitative research, Touristic destination.		

CONCEPT DEFINITIONS

Cronbach's Alpha: it refers to a test which is conducted to evaluate and estimate the reliability of a psychometric test.

Culture is a very broad concept which has various meanings and understanding. But according to the anthropologist E.B.Tyler, it is 'that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of a society'.

Jengu is a traditional secretive and spiritual cult of the Sawa people which highly believes that, the Sawa gods live in River wouri reason why the Sawa people organized the Ngondo festival in order to commune with the gods and ask for their protection.

Mean: according to Wikipedia, mean or expected value, refers to one measure of the central tendency, either of a probability distribution or of the random variable characterized by that distribution.

Ngondo is an annual water-centered festival organized by the Sawa people of Cameroon.

OECD: 'Organization for Economic Co-operation and Development'

Sawa refers to the coastal people of Douala, Cameroon

Standard deviation (Std. deviation) is a measure used to quantify the amount of variation or dispersion of a set of data values.

Tourism: the World Tourism Organization (UNWTO) defines tourism as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

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1 INTRODUCTION

Tourism is defined as “ temporary movement of people to destinations out of their normal place of residence, work, the activities involves during their stay in these places and the facilities put in place to cater for their needs”. (Cooper et al, 2008.5.) There is a strong relationship between tourism and festivals as festivals are viewed as important tools in promoting tourism as they help in boosting the economy and attracting tourists in the country. Moreover, tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customer’s changing needs and desires as the customer’s satisfaction, safety and enjoyment are particularly the focus of tourism business. However nowadays, culture in all its forms is likely to figure undeniably in the tourism product and promotion of most regions. Culture tourism is far becoming the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations, reason why culture and tourism are linked because of their obvious synergies and their growth potentials.

According to the OECD ‘Organization for Economic Co-operation and Development’, culture is increasingly an important element of the tourism product, which creates distinctiveness in a crowded global market. At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity. Though, creating a strong relationship between tourism and culture can help destinations to become more attractive as well as more competitive as locations to live, visit, work and invest in.

This report is based on the quantitative research method for its data analysis due to the fact that it was viewed as suitable for this study. The main purpose of this study is, to examine the importance of culture tourism on Cameroon tourism sector, to view if the Ngondo festival really showcases the customs, beliefs, traditions and culture of the Sawa people. Also, to determine if the Ngondo festival serves as a strong driver of attractiveness and competitiveness of tourism in Cameroon. Additionally, to determine if this interesting festival boasts the economy of the region and create sustainable income avenues for the future. Lastly, to view if this great event is a sustainable element in promoting Cameroon tourism.

2 THE LITTORAL REGION OF CAMEROON, HOST OF THE NGONDO FESTIVAL.

This section of the thesis focuses on the host community of the event and on the event itself. It examines the location, people, language of the host community and features of the festival.

2.1 Location

The republic of Cameroon is a country located in central Africa which has ten regions, among which the littoral region.

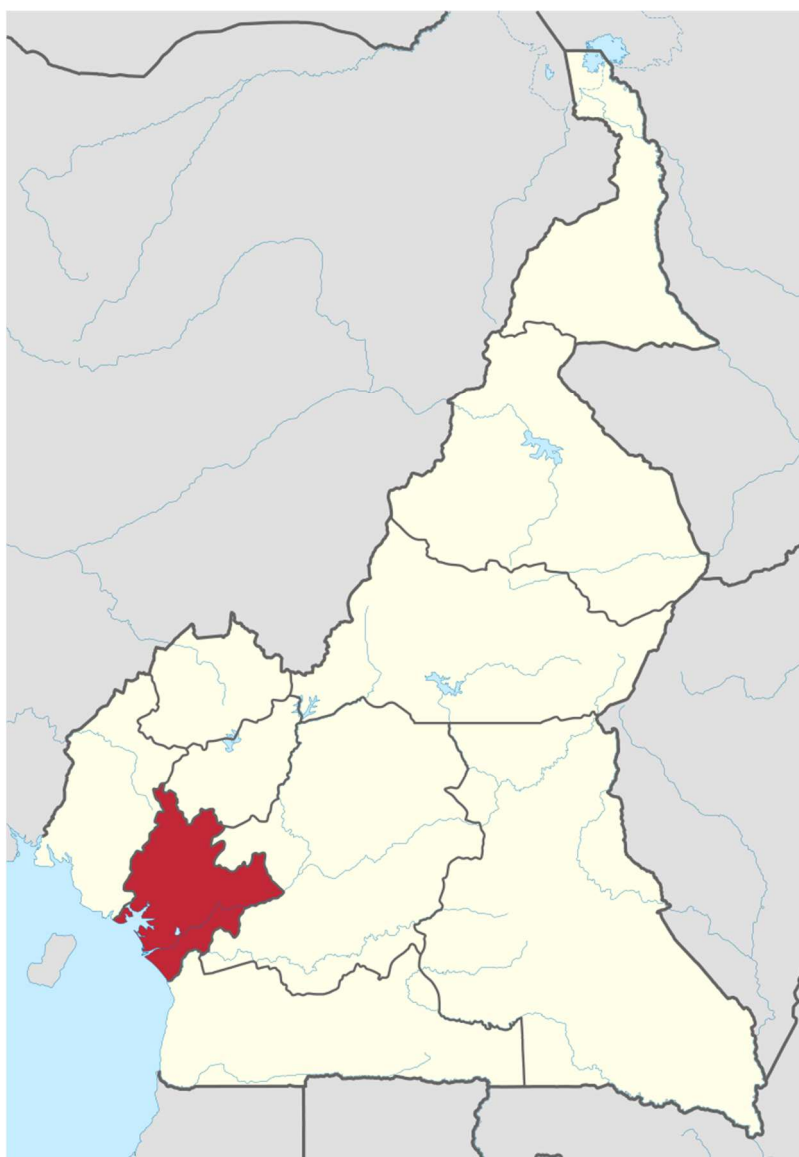


Figure 1. The littoral region of Cameroon

[https://en.wikipedia.org/wiki/Littoral_Region_\(Cameroon\)](https://en.wikipedia.org/wiki/Littoral_Region_(Cameroon))

The littoral region of Cameroon is found in Cameroon, located at the coastal region of the nation with its capital city Douala. The region is further dislocated into four departments namely:

- Moungo with its capital Nkongsamba
- Nkam with its capital Yabassi
- Sanaga Maritime with its capital Edea
- Wouri with its capital Douala

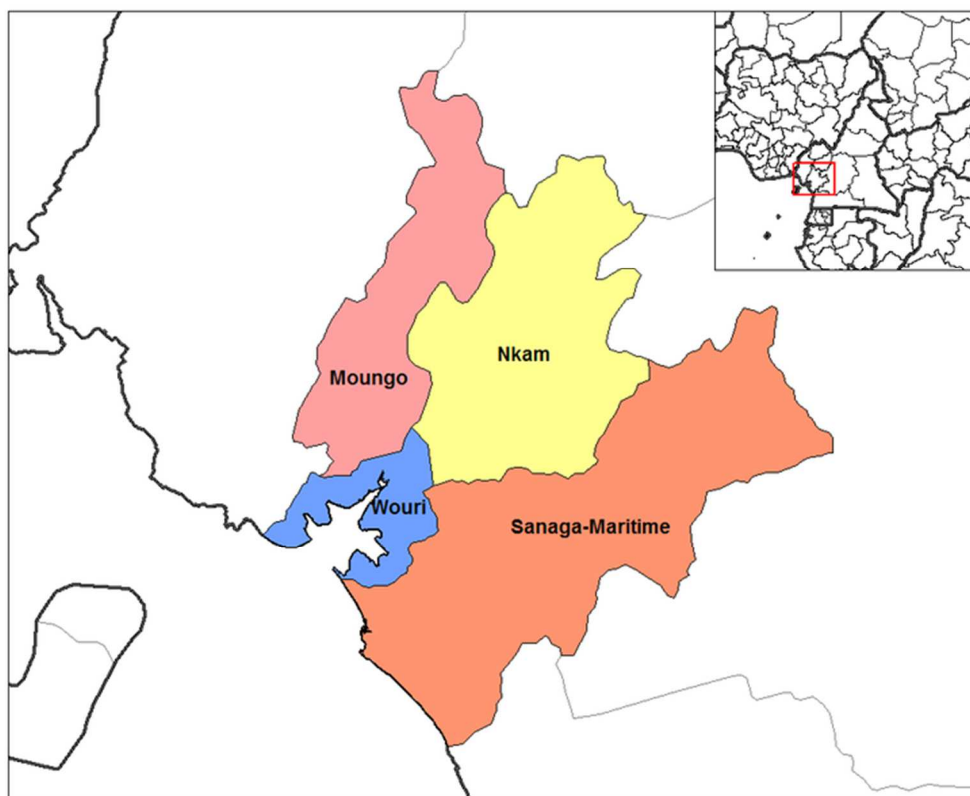


Figure 2. The littoral region and its various departments

https://en.wikipedia.org/wiki/Littoral_Region (Cameroon)

However, the festival specifically takes place in the wouri department as it is the cultural heritage of the Sawa people who are the original inhabitants of the wouri community. Douala, which is the capital city of the wouri department has a population of about 3.174.437 inhabitants, most of which migrate from other regions of the country. The city is situated along the banks of the Wouri River. In 1826, the city seemed to be made of four communities, located in four specific localities which are: Deido, Akwa, Njo and Hickory-town “today Bonaberi”.

2.2 People

According to Douala history, the early Douala ancestors migrated from an area called Bakota and arrived at the littoral region, there, they split up with some settling along the River wouri estuary and others at the southeast of Sanaga river. The primary inhabitants of the wouri department are referred to as the “Sawa” which means in the Duala language, the Cameroonian coastal people. Nowadays, they are commonly referred to as the Duala people due to the fact that they are related to many ethnic groups with whom they share a common tradition, origin, similar histories and cultures such as the Ewodi, the Bodiman, the Pongo, the Bakole, the Bakweri, the Bamboko, the Isubu, the Limba, the Mungo and the Wovea. The Duala people are very famous not only in Cameroon but also worldwide for their talent in music ‘makossa’ musicians such as Manu Dibango, Wes Madiko, Charlotte Dipanda, Eboa Lotin and many more are internationally recognized in the music industry. Also, pirogue or canoe racing is a traditional sport of the Duala people.

2.3 Language

The Sawa or Douala people speak the Duala language which is part of the Bantu group of the Niger-Congo language family and in a subgroup called Sawabantu. The Duala language is one of the most easiest and popular Cameroonian languages with a CV “consonant vowel” structure. The language is commonly referred to as a vehicular language because it is not only spoken and understood by native Sawa but also by non sawabantu speakers such as the Basaa of Douala, the Bakoko, the Bankon and the Manenguba. In Cameroon, the Duala language is very popular in the musical and movie industries, in the religious sector also due to the fact that, the holy bible and the famous movie ‘Jesus of Nazareth’ were translated in the Duala language. Moreover, in the education sector, the Duala language is taught in schools.

2.4 Cultural activities involved during the festival

Ngondo festival begins with a number of rituals and feasts performed to celebrate and rejoice the unity of various African tribesmen who gather there for further celebrations of the event." During this astonished event, lots of activities take place crowned with plenty of rewards such as: traditional wrestling

competition, semi marathon, art exhibitions, choral singing, cinematographic projections, and table conferences, traditional ballet dance competition, fashion parade with Sawa traditional outfits, canoe race and the Miss Ngondo pageant.



Figure 3. Traditional Canoe race

2.5 The ceremony of the Jengu cult

The Ngondo Festival is a way to connect with the spirits of “water gods” and has been celebrated as an annual religious/traditional festival for countless years now. The ceremony of the Jengu cult always takes place in the river wouri. The Sawa people believe the Sawa gods live in this particular river, reason why this spiritual ceremony occurs there.



Figure 4. The initiated Jengu members ready to commune with the water gods

This is the most awaited and highlighted feature of the event. According to the Sawa beliefs, the Jengu cult refers to a water spirit and deity. The Sawa people believe the deity heals diseases and acts as intermediaries between the Sawa worshippers and the world of spirits. So, during the ceremony of the Jengu cult, a messenger dressed in spiritual attires is sent by the Sawa chiefs to the Sawa gods, believed to be living in the river where he stays under the water for more than an hour and emerges with his body, the traditional attire and the basket containing the message from the gods as dry as if they had not gotten in touch with water.



Figure 5. The initiated messenger returning from his encounter with the water gods, carrying their message in the basket

3 METHODOLOGY

This chapter deals with the research methodology and the research method chosen for the empirical analysis of this work. It emphasizes on the research strategy, data collection, and the method of data analysis.

3.1 Research methodology

For a long time the term research has been given many different definitions and meanings, but according to Wikipedia the free Encyclopedia, it is “the systematic investigation and the study of material and sources in order to establish facts and reach new conclusion”.

On the other hand, a research methodology is “the systematic theoretical analysis of the methods applied to a field of study”. According to Jennifer Williams, “research methodology acts as the nerve center because the entire research is bounded by it (Research Methodology and its Importance 2011).

According to a study, research is important both in scientific and nonscientific fields. In our life new problems, events, phenomena and processes occur every day. Practically, implementable solutions and suggestions are required for tackling new problems that arise. Scientists have to undertake research on them and find their causes, solutions, explanations and applications. Precisely, research assists us to understand nature and natural phenomena.

3.2 Quantitative research method

Given (2008, 648-649) defined quantitative as ‘the systematic investigation of quantitative properties and phenomena and their relationships’. Put differently, it is a way to explore a small sample and obtain an insight and an understanding regarding a specific problem while quantifying the collected data.

Quantitative research is based on the measurement of quantity or amount. Here a process is expressed or described in terms of one or more quantities. The result of this research is essentially a number or a set of numbers. According to Aliaga and Gunderson (2000), Quantitative research is ‘Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (Mujis,

2004.1). Therefore, as quantitative research is essentially about collecting numerical data to explain a particular phenomenon, particular questions seem immediately suited to being answered using quantitative methods.

In a nutshell, quantitative research is about asking people for their opinions in a structured way so that you can produce hard facts and statistics to guide you. To get reliable statistical results, it's important to survey people in fairly large numbers and to make sure they are a representative sample of your target market. This research work is therefore based on the quantitative research method viewed as suitable for the empirical analysis.

3.3 Data collection

The data used for this study was collected through a questionnaire. The questionnaires were distributed to visitors and participants attending the event in December 2015 at the festival venue. 100 questionnaires were distributed to participants. The respondents were specifically from Cameroon, Africa in general, Europe, America, Asia and Australia, also from different age group and gender so as to arrive at the correct responses for the study.

According to Francis Galton, an English Victorian statistician (1838, 5-13), there are many advantages when you use questionnaires instead of telephones or verbal surveys. From Galton's opinion, the distribution of questionnaires is easier and less effort is needed in the compilation of data since the questions involve some standardized answers.

For our study, the questionnaires comprised of 15 questions and the interrogations were put on a different point scale namely:

- The 2 point scale whereby the responses ranged from yes= 1 and No=2 or true=1 and false=2
- The 3 point scale with the responses ranging from Always= 1, Sometimes=2 and Rarely=3
- The 5 point scale and the answers ranged from 'I strongly agree'=1 right up to 'I strongly disagree'=5 or 'very happy'= 1 right up to 'very unhappy'=5 and 'excellent'=1 right up to 'very bad'.
- Finally, the 6 point scale to tackle the origin of the various respondents and the responses varied from 'Cameroon'=1 right up to 'Australia'=6.

3.4 The method of data analysis

For the sake of accuracy, the IBM SPSS statistics 20 software program has been used to analyze the data of this work. According to (Nie et al 1975), the software was first released in 1968 as the Statistical Package for the Social Sciences (SPSS). This program is viewed as crucial for analyzing our collected data as it enables us to conduct the Means, T-test, Frequency tables and Charts which are important features needed to address the research questions under studies.

4 EMPIRICAL RESULTS

As the core of this study, this chapter focuses on the result obtained from our analyzed data through the use of the SPSS software to answer our research questions.

4.1 Descriptive analysis

This has to do with the descriptive statistic and the reliability analysis which are based on our collected data for the analysis of our work.

4.1.1 Reliability analysis

It refers to a test carried out to determine the reliability and validity of the questionnaire used for the data analysis.

Table 1. Cronbach's alpha

Cronbach's Alpha	N of Items
0.62	15

Based on the number of items we had on our questionnaire, the Cronbach's test conducted for this thesis reveals a figure of 0.62 which falls between the accepted range and this confirms the reliability and validity of our questionnaire. It is important to note that, the higher the number of items, the greater the value of alpha.

4.1.2 Descriptive statistics

It gives a general insight of our collected data by providing a meaningful summary of the analysis.

Table 2. Descriptive statistics of the questionnaire

	N	Minimum	Maximum	Mean	Std. Deviation
gender	100	1	2	1.38	.488
age	100	1	4	3.03	1.049
origin	100	1	6	2.52	1.654
what do you think of the festival	100	1	2	1.52	.502
How often do you attend it	100	1	3	1.29	.624
festival helps promote and enhance culture tourism	100	1	1	1.00	.000
festival is a strong cultural tool	100	1	3	1.36	.578
cultural heritage promotes tourism	100	1	1	1.00	.000
Countryseconomy	100	1	2	1.11	.314
IncomeAvenues	100	1	2	1.06	.239
Investors	100	1	3	1.71	.832
Suspended	100	1	3	1.76	.965
Benefits	100	1	4	2.76	.806
Competitiveness	100	1	2	1.03	.171
Advertisingtool	100	1	2	1.05	.219
Valid N (listwise)	100				

Looking at the descriptive statistic above, the mean scores reveals how important the responses are to our study. The greater mean score the greater the importance of the question. The table reveals that, the benefits (2.76) this festival brings to the nation is a crucial issue for our study. Moreover, the feeling of the respondents as regard the suspension (1.76) of the event due to its very secretive and mysterious

nature and the investments avenues (1,71) the festival could bring to the nation are seen as important factors also. Additionally, the cultural benefits (1.36) and opinion of the respondents about the event (1.52) seem very relevant for our study as well. Notwithstanding, the respondents attendance to the event is not left out with a mean score of 1.29

4.2 An overview of our respondents

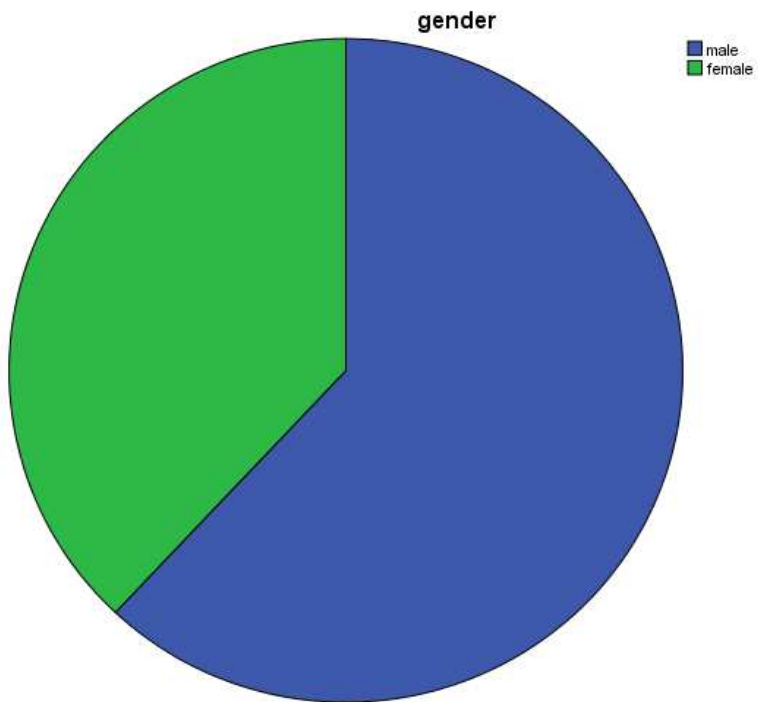
4.2.1 Gender

Table 3. Gender of the respondents

GENDER	Frequency	Percent	Valid Percent
male	62	62.0	62.0
Valid female	38	38.0	38.0
Total	100	100.0	100.0

The frequency table above attests to the fact that, 100 people filled the questionnaires and out of the 100 respondents, 62 were male and 38 female.

The graph below clearly portraits that male were much more enthusiastic to filled the questionnaire than female with the blue band representing male and the green representing female.

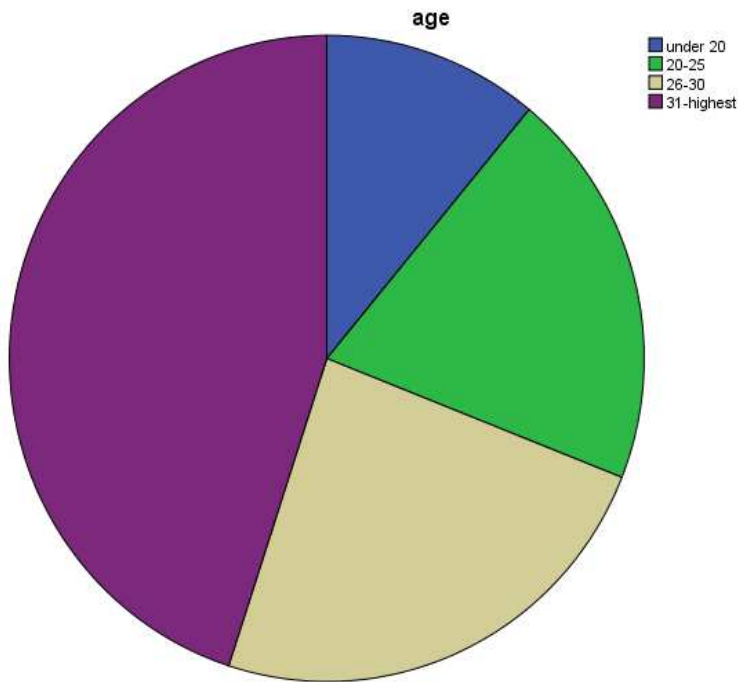


Graph1. Gender of the respondents

4.2.2 Age

Table 4. Age of the respondents

AGE	Frequency	Percent	Valid Percent
under 20	11	11.0	11.0
20-25	20	20.0	20.0
Valid 26-30	24	24.0	24.0
31-highest	45	45.0	45.0
Total	100	100.0	100.0



Graph 2. Age of the respondents

As regard, the age group of the respondents, it is noticeable from the table and pie chart above that, 11 respondents were under 20, 20 respondents were aged between 20 to 25 years old, 24 respondents between 26 to 30 and 45 respondents were aged above 30 years.

4.2.3 Origin

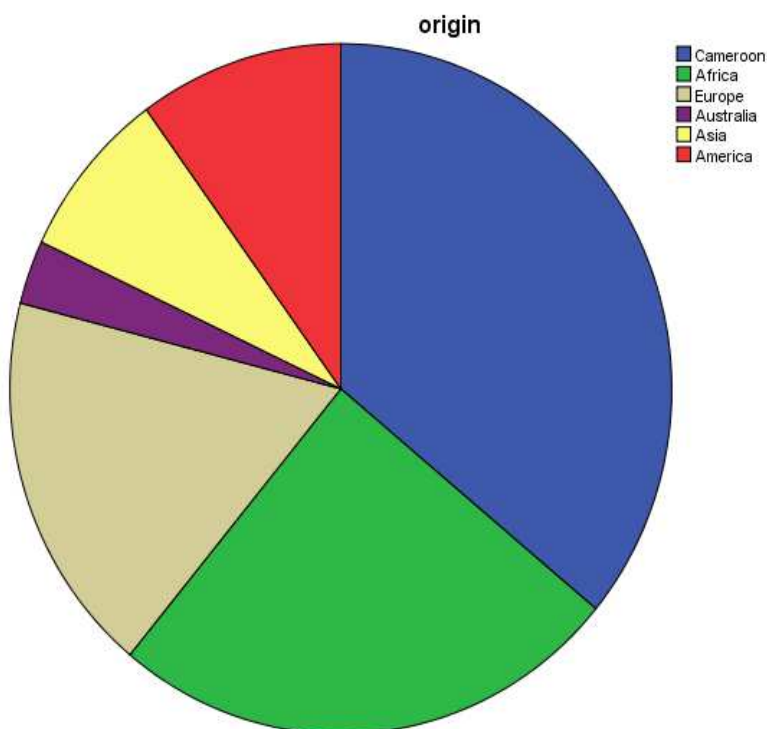
Table 5. Origin of the respondents

The table continues on the next page

ORIGIN		Frequency	Percent	Valid Percent
Valid	Cameroon	36	36.0	36.0
	Africa	25	25.0	25.0
	Europe	18	18.0	18.0

Australia	3	3.0	3.0
Asia	8	8.0	8.0
America	10	10.0	10.0
Total	100	100.0	100.0

It was really interesting to notice from the origin of the respondents that, they came from different parts of the world. The table above and chart below illustrate that, the respondents were from Cameroon, Africa, Asia, Europe, Australia and America with 36 participants from Cameroon, 25 from Africa, 18 from Europe, 10 from America, 8 from Asia and 3 from Australia. One can easily conclude that, a majority of our respondents came from the nation, followed with fellow Africans who enjoyed attending the event. Europeans and Americans are not left out from attending the festival. We could also notice a seldom appearance of Asians and Australians to the event, and the distance could be a reason for their rare attendance.



.Graph 3. Origin of the respondents

4.3 Cultural impacts of the festival

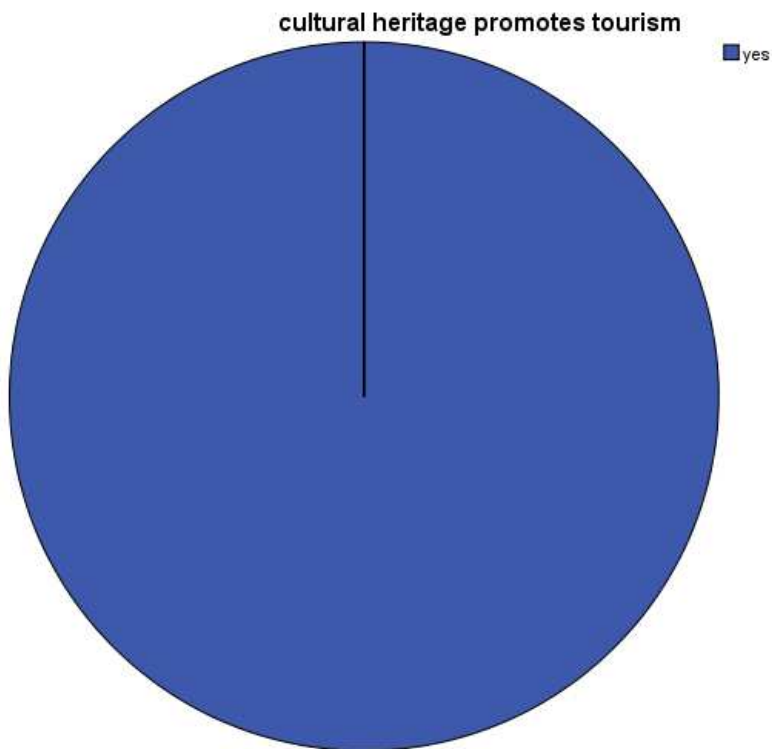
This section focuses on the cultural impacts this event has on the country's tourism sector. According to OECD (Organization for Economic Co-Operation and Development) culture creates authenticity and distinctiveness in the global tourism market and tourism experiences that can connect people and visitors to local cultures are very important.

4.3.1 The Ngondo festival: a sustainable cultural heritage event which promotes and enhances culture tourism in the country.

Table 6. The festival, a sustainable cultural heritage event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	100	100.0	100.0	100.0

The table above and graph below clearly portrait that, all the respondents are of the opinion that the Ngondo festival is indeed a sustainable cultural heritage event which promotes and enhances culture tourism in the country. It goes in line to show how important culture is in the tourism business as it creates distinctiveness in a crowded global marketplace.

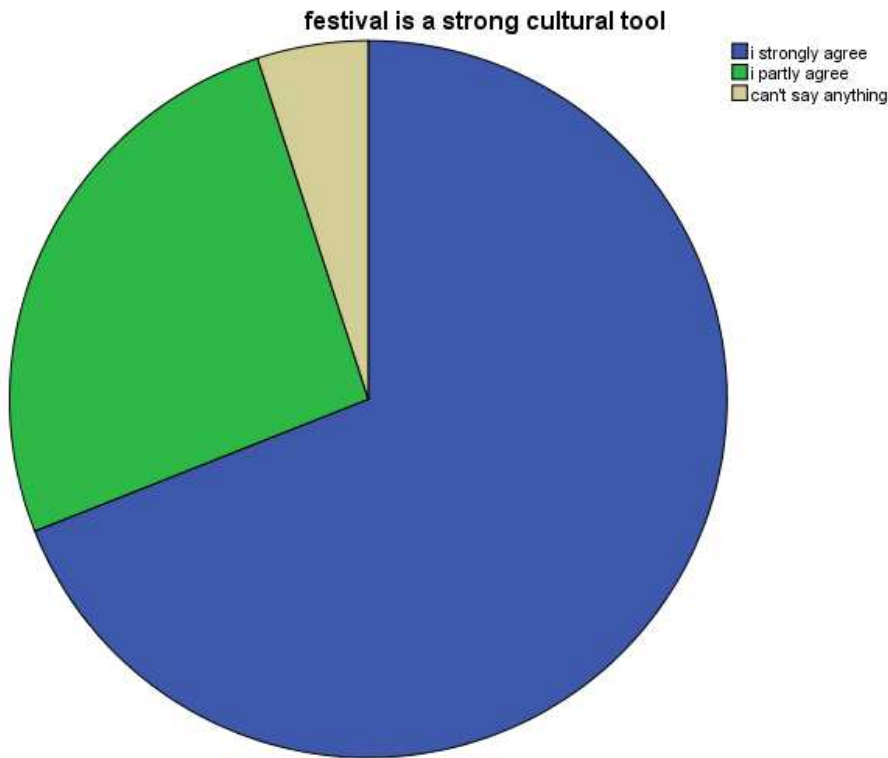


Graph 4. Sustainable cultural heritage event

4.3.2 The Ngondo festival is a strong cultural tool which brings international recognition and appreciation to the nation.

Table 7. The Ngondo festival: a strong cultural tool

	Fre- quency	Percent	Valid Per- cent	Cumulative Percent
I strongly agree	69	69.0	69.0	69.0
I partly agree	26	26.0	26.0	95.0
Valid can't say any- thing	5	5.0	5.0	100.0
Total	100	100.0	100.0	



Graph 5. The festival, a strong cultural tool

From the table and chart above, we view from the responses of the respondents that, 69 respondents strongly agree to the fact that, the festival is a strong cultural tool which brings international recognition and appreciation to the nation. On the other hand, 26 people partly agree to that, while, 5 people can't really say anything.

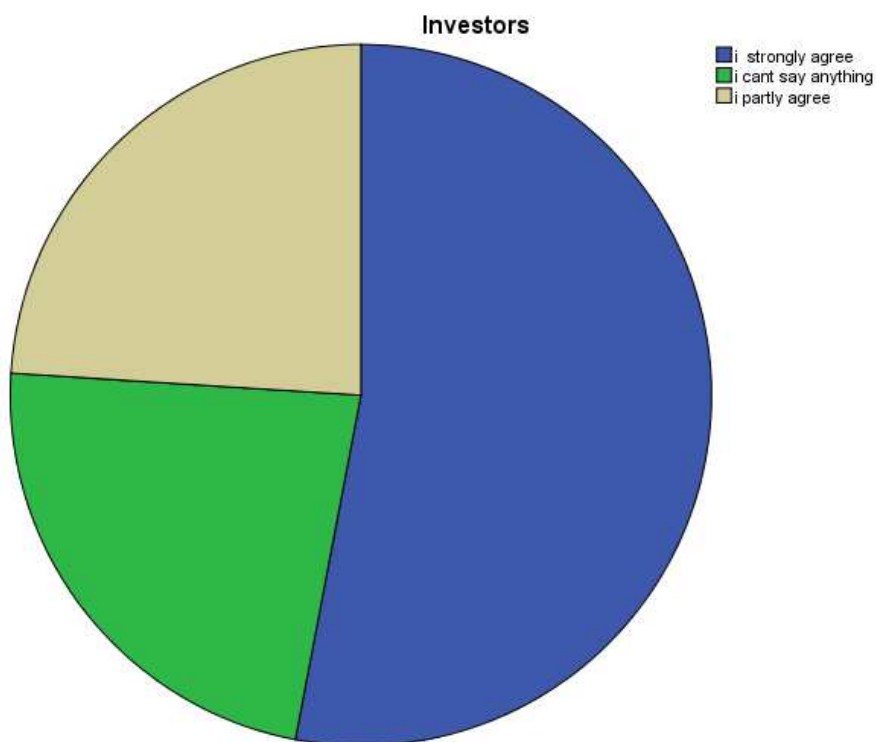
4.4 Touristic impacts of the Ngondo festival on the nation

Donald Getz, in his book *Festival, special event and tourism* (1991, 1) examines what makes some festivals and events truly special and how their unique ambience can powerfully motivate travel, animate otherwise static attractions, create positive destinations, act as a catalyst for development and mobilize community tourism planning. Moreover, nowadays, festivals and events play a major role in attracting the public in a specific location and can as well act as tourism promoters and as such this section deals with the impact of the Ngondo festival in advertising and attracting tourists in the country.

4.4.1 The event highly attracts tourism developers and investors in the nation

Table 8. Tourism developers and investors attraction

	Frequency	Percent	Valid Percent	Cumulative Percent
I strongly agree	53	53.0	53.0	53.0
I can't say anything	23	23.0	23.0	76.0
I partly agree	24	24.0	24.0	100.0
Total	100	100.0	100.0	



Graph 6. Tourism developers and investors attraction

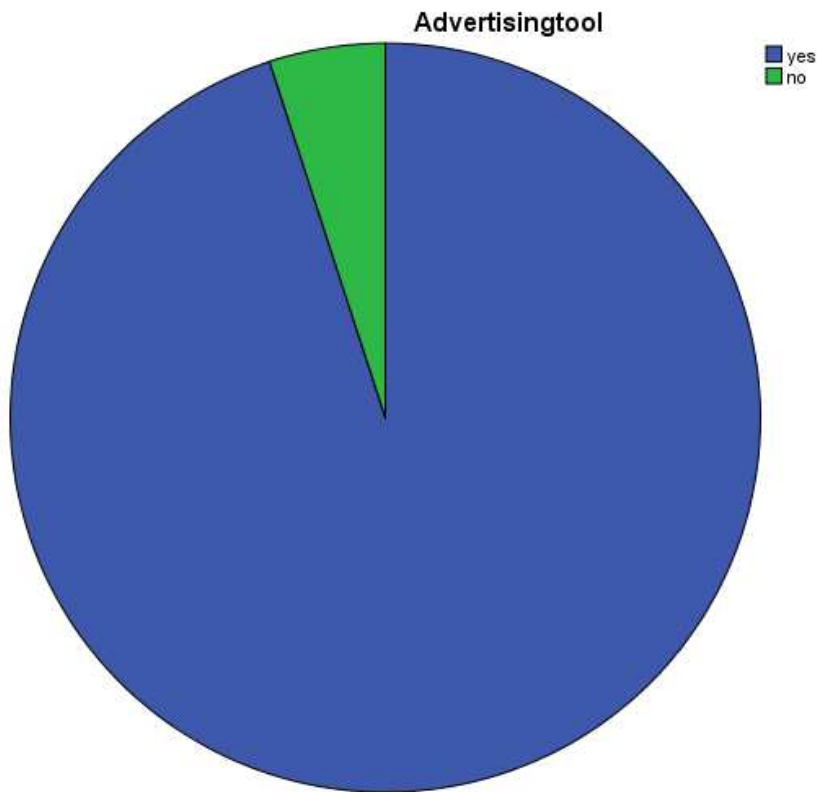
The table and chart above reveal that, out of the 100 respondents who gave their opinion on the question of the event highly attracting tourism developers and investors in the country, 53% strongly agree to it, while 24% partly agree to it and 23% can't give a specific opinion on it. We can conclude from this that, majority of our respondents agree to the fact the Ngondo festival contributes in welcoming tourists and investors in the country.

4.4.2 The festival is a sustainable advertising tool which serves as a driver of attractiveness and competitiveness of tourism in Cameroon

Table 9. The festival, a sustainable advertising tool

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	95	95.0	95.0	95.0
Valid no	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Looking at the table and graph below, we see how important the festival plays an advertising role in order to create a strong national imagery of the country. The responses indicate that, 95% says 'yes' while 5% 'no' to the opinion that, the Ngondo festival is a sustainable advertising tool which serves as a driver of attractiveness and competitiveness of tourism in Cameroon.



Graph 7. The festival, an advertising tool

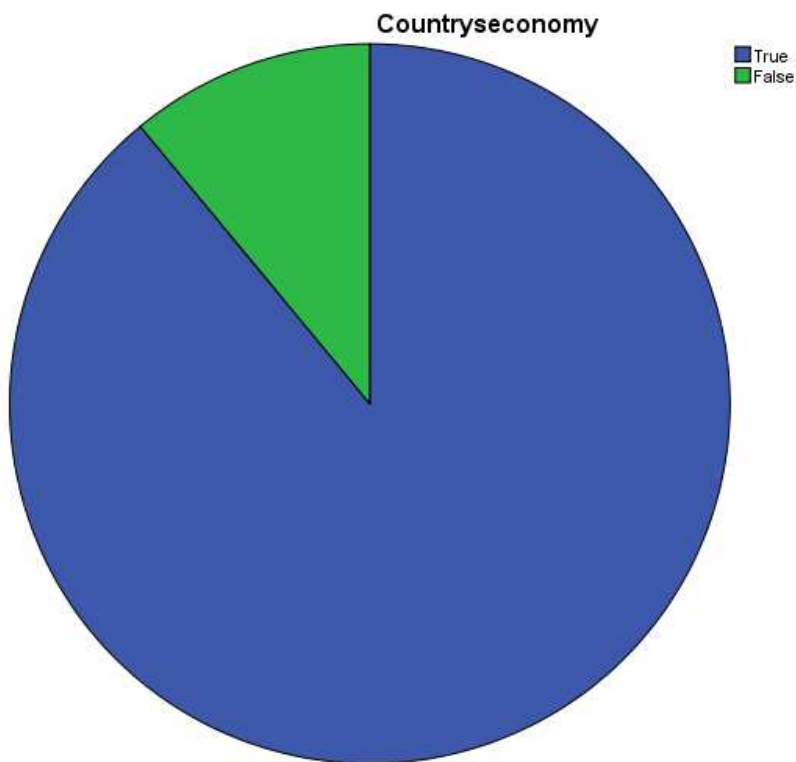
4.5 Economic impacts of the event on the nation

Festivals are crucial tools in boosting the economy of a peculiar community. Ingrid Schneider, director of the University of Minnesota Tourism Center says, the economic benefits of festivals are easiest to see and most often cited-festivals attracts visitors which stimulate the growth of tourism and other businesses in a town or region. This section therefore focuses on how effective the Ngondo festival favors the country's economy.

4.5.1 The festival contributes in boosting the country's economy

Table 10. The festival boosts the country's economy

	Frequency	Percent	Valid Percent	Cumulative Percent
True	89	89.0	89.0	89.0
Valid False	11	11.0	11.0	100.0
Total	100	100.0	100.0	



Graph 8. The festival boosts the country's economy

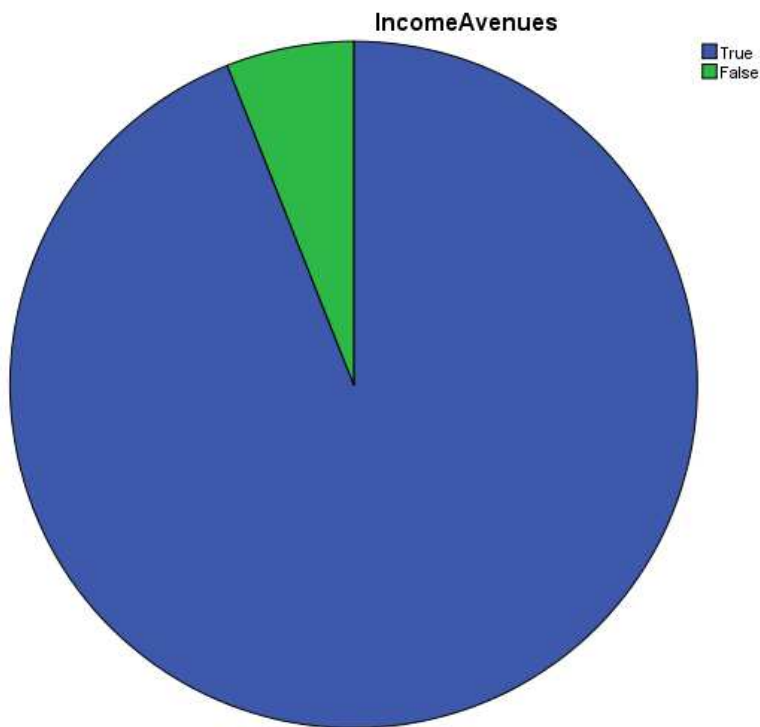
The above table and chart illustrate the responses of our respondents as regard the contribution of the Ngondo festival in boosting the country's economy. It turn out that, 89% says it is true while 11% says false. With a great majority of responses agreeing to the importance of this tremendous festival on the

country's economy, we can easily say that the Ngondo festival stimulates the economic growth of the region and the nation as a whole.

4.5.2 The festival tremendously favors cash inflow and creates sustainable income avenues for the future

Table 11. The festival favors cash inflow and future income avenues

	Frequency	Percent	Valid Percent	Cumulative Percent
True	94	94.0	94.0	94.0
Valid False	6	6.0	6.0	100.0
Total	100	100.0	100.0	



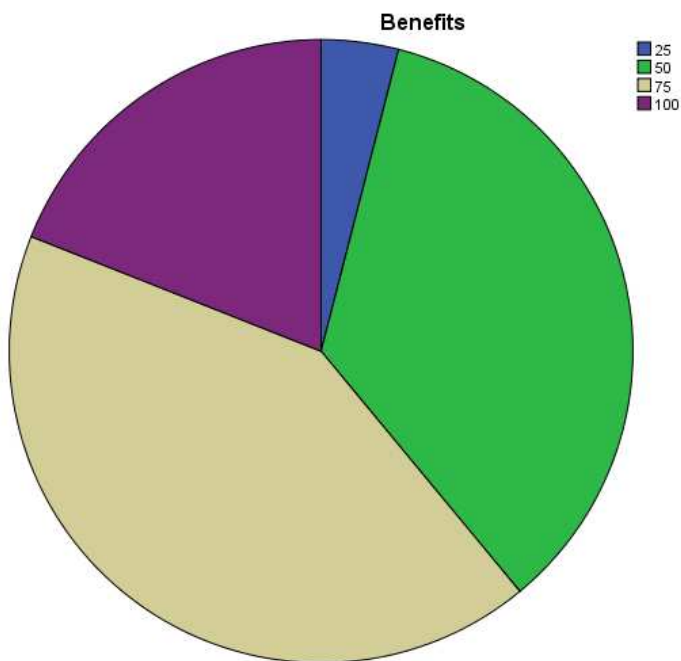
Graph 9. Income avenues

The table and chart above depict the opinion of the respondents on the festival favoring cash inflow and creating sustainable income avenues for the future. The illustration we have, shows that, 94% agree to this opinion whereas 6% disagree.

4.5.3 Benefits the events has on the nation

Table 12. Benefits

	Frequency	Percent	Valid Percent	Cumulative Percent
25	4	4.0	4.0	4.0
50	35	35.0	35.0	39.0
Valid 75	42	42.0	42.0	81.0
100	19	19.0	19.0	100.0
Total	100	100.0	100.0	



Graph 10. Benefits

The table and graph above indicate that, out of the 100 participants who gave their opinion, 19 respondents believe the event has a 100% benefits on the nation. 42 participants think otherwise by attributing 75% benefits the festival has on the nation. Additionally, 35 respondents say the event has a 50% benefits on the nation and finally, 4 people indicate a 25% benefits on the nation. Conclusively, we notice from the responses that, truly the festival has undoubtable benefits on the nation.

5 CONCLUSION

The main purpose of this study was to use the data collected from the questionnaires census to assess the reasonableness of all estimates in order to produce concrete facts as regard our research questions. The data collected from the questionnaires were analyzed using the SPSS software in order to accurately tackle the purpose of this study which was, to examine the importance of culture tourism on Cameroon tourism sector, to view if the Ngondo festival really showcases the customs, beliefs, traditions and culture of the Sawa people, to determine if the Ngondo festival serves as a strong driver of attractiveness and competitiveness which attracts investors in Cameroon, to determine if this interesting festival boasts the economy of the region and create sustainable income avenues for the future. Lastly, to view if this great event is a sustainable element in promoting culture tourism in Cameroon.

The empirical results clearly prove that, the Ngondo festival event is achieving its goals. It was viewed from the results that, more than half of our respondents are really enthusiastic about the festival and see it as excellent and said they will be sad if it suspended. Furthermore, they stated that the secretive and mysterious nature of this event really makes it unique and attractive as it portrays and depicts the culture of the Sawa people and serves as an advertising tool for the country's touristic sector. Definitely, it appears the Ngondo festival has tremendous positive impacts on Cameroon's tourism sector. Also, further findings were discovered.

Some undeniable facts were also noticed from this study which show the impacts of this prestigious festival to the country as a whole such as:

- Cultural recognition and appreciation
- Sustainable cultural heritage
- Boosts the country's economy and brings in cash inflow
- Promotion of strong national imagery to attract both tourists and investors

This study creates lots of interests in the field of culture tourism in the nation. Cameroon is a beautiful nation endowed with numerous cultural heritages and diversities. Lots of meaningful events of this kind with different legends are found in the nation such as 'the Awing annual festival', 'the Mbanga Bakundu festival' etc. Exploring these diversities will help improve the image of the country and place the nation among the top culture touristic destinations.

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APPENDIX 1**THE IMPACTS OF THE ‘NGONDO FESTIVAL’ ON CAMEROON TOURISM SECTOR.**

The purpose of this survey is to examine the importance of culture tourism on Cameroon tourism sector and in order to achieve this, I wish to know the opinion of both international tourists and domestic tourists attending the ‘Ngondo festival’. Basically, the motive is to collect honest and sincere feedback on how this festival benefits the region and the country in general. Your answer is highly valued and your responses will be confidential as the survey is for educational purpose as part of my thesis writing. I also want to thank every respondent for your cooperation and patience and I hope this survey will serve the purpose for which it is intended.

I am a tourism student of Centria University of Applied Sciences, campus Allegro, Pietarsaari unit: Mazo Paulette

1. Gender

- ☐ Male
☐ Female

2. Please indicate your age group

- ☐ Under 20
☐ 20 – 25
☐ 26 -30
☐ 31- highest

3. Where are you from?

- ☐ Cameroon
☐ Africa
☐ Europe
☐ America
☐ Asia
☐ Australia

4. What do you think of the Ngondo festival?

- ☐ Excellent
☐ Very Good
☐ Quite good
☐ Quite bad
☐ Very bad

5. How often do you attend this festival?

- ☐ Always
☐ Sometimes
☐ Rarely

6. Are you of the opinion that the festival helps to promote and enhance culture tourism in the country.

- ☐ Yes
☐ No

why?

.....

7. The festival is viewed as a strong cultural tool which brings international recognition and appreciation to the nation.

- ☐ I strongly agree
☐ I partly agree
☐ I can't say anything
☐ I partly disagree
☐ I strongly disagree

8. The Ngondo festival is a sustainable cultural heritage event which promote the tourism sector in Cameroon.

- ☐ Yes
☐ No

If 'no' why?

.....

9. The festival highly contributes in boosting the country's economy

- ☐ True
☐ False

Why

.....

.....

10. The festival tremendously favors cash inflow and create sustainable income avenues for the future.

☐ True

☐ False

Why

.....

.....

11. What do you think of the opinion that the festival highly attracts tourism developers and investors in the nation?

☐ I strongly agree

☐ I partly agree

☐ I can't say anything

☐ I partly disagree

☐ I strongly disagree

12. Would you be happy if the Ngondo festival is permanently suspended due to its secretive nature?

☐ Very happy

☐ Partly happy

☐ I can't say anything

☐ Partly unhappy

☐ Very unhappy

13. What percentage would you give for the benefits this prestigious event has on the nation?

☐ 100%

☐ 75%

☐ 50%

☐ 25%

☐ 0%

14. In your opinion does the Ngondo festival serves as a driver of attractiveness and competitiveness of tourism in Cameroon?

☐ Yes

☐ No

If "no" why?.....

.....

15. Do you approve of the statement or view that this event is a sustainable advertising tool for culture tourism in Cameroon?

☐ Yes

☐ No

If "no" why?

.....

Thank you